

Best Music Co. to Expand in New Site

Establishment of one of the most modern and complete musical merchandise stores in the west in a new location was the announced aim today of the Best Music company.

New home of the company will be at 12th and Clay streets, where approximately \$50,000 is to be spent in remodeling, according to Arthur Best.

A new tile front will be provided and the entire exterior will be streamlined. The interior will have the latest lighting effects as

well as the latest in merchandising facilities. Owner of the building is J. T. Mallery.

Expansion will include pianos, records and radios. There will also be all types of instruments and accessories. A fully equipped repair shop will be operated in connection with the store.

"We plan to present many surprises to music loving persons in designs, policy, etc.," Best said.

THREE OAKLAND CONCERNS REVEAL EXPANSION PLANS

By DAVID B. HOPE

Three Oakland firms revealed expansion plans today, while a fourth moved to speed shopper traffic in its store.

The latter is Hale Brothers, which will expend close to \$50,000 in installing escalator service between first and second floors of its building at 11th Street and Broadway. A modern, streamlined escalator, equipped with new safety devices, will be installed in the center of the store. Rising from one main aisle, and descending to another, the equipment will have a capacity of 6000 passengers an hour each way. Extensive changes in department locations will be made to take advantage of the new approaches on the second floor.

Nylon brushes will be used for the first time in cleaning floor coverings, in a new plant now under construction for the A-1 Rug and Carpet Cleaning Company, on San Leandro Street, near 101st Avenue. R. M. Mortensen, head of the firm, said more than \$50,000 will be spent to make the plant the most modern west of the Mississippi.

CLEANER COSTS \$9000

Newly designed equipment for washing and drying floor coverings and upholstery will be installed, the nylon brush feature being included in a \$9000 Mirza cleaner. The new building, 75 by 102 feet, will be partially two-story. Mortensen said he will continue to operate his present plant at 1081 Third Street, the combination enabling him to provide service to all sections of the East-bay from Richmond to Hayward. The new plant will be in operation in March.

Another March opening is being planned by the Best Music Company which will move to a new location at 12th and Clay Streets. Alterations now being completed at a cost of more than \$50,000 will provide one of the largest stores in California devoted exclusively to musical merchandise, Art Best announced.

The firm, which has outgrown its present store at 1529 Clay Street, will have 18,000 square feet of space in its new location. Glass and tile fronts are being installed for a total length of 190 feet on both streets, and the interior is being finished in pastels, with fluorescent and neon lighting.

STUDIOS IN STORE

Best said that in addition to sales and display rooms for pianos, radios, phonographs, records and all types of band and orchestra instruments, the new store will have studios in which concerts will be presented weekly by local and national artists.

Construction of a \$25,000 building for the Pan-American Wallpaper and Paint Company will develop two moves. Pan-American will occupy the new structure, a one-story concrete building at 279 Eighth Street, early in March. Its present quarters, at 1418 Jefferson Street, will be occupied by the Allied Paper

Company, which will move from 578 Grand Avenue. Pan-American is the Oakland outlet for a national firm, with headquarters at Chicago. The Allied company, which handles wrapping paper, bags and twine, will be expanding its business space four-fold in the forthcoming move.

Burglars Get \$200 From Music Firm

Four cash drawers were pried open and a total of \$200 stolen by a burglar at the Best Music Company, 544 12th Street, while the owner, Arthur C. Best, 37, was away between 5:30 and 11:15 p.m. yesterday.

Best found an iron bar, hack saw and several screw drivers on the floor of the store. The cash boxes were found in the basement. The means by which the burglar gained entry has not been determined, according to Police Inspector Merle H. Longnecker.

Music Store Result Of 11 Years' Growth

Growth of an Oakland business enterprise from a one-man shop to a new ultra-modern store with 36 employees, in just 11 years, will be celebrated tomorrow by Art Best in the formal opening of the Best Music Company at 12th and Clay Streets.

Best, 36, started his Oakland career in a small repair shop on Jefferson Street. He later expanded his enterprise to include sales of instruments in a shop at 1529 Clay Street.

Tomorrow he will open one of Oakland's largest music stores. A unique feature is a musical bar where customers can select records and play them in private booths.

Music Shop Burglary Suspect Arraigned

RICHMOND, Dec. 13.—Ar-
raignment of Levi Graham, 17, of
969 Machado Street, Richmond,
on a burglary charge was held
yesterday before Police Judge
C. D. Horner.

Graham, who appears for pre-
liminary hearing January 5, is
accused of the burglary of the
Best Music Company, 727 Nevin
Avenue, in which two musical
instruments were stolen.

The complaint against Graham
was signed by Arthur Best, head
of the company. Graham's bail
has been set at \$2500.

60-year-old retail and office building that houses Best Music at 570 14th St. has been sold for \$975,000 to Jefferson Investment Group Ltd., also an Oakland-based partnership. Best, which occupies 10,000 square

feet, is the only tenant in the 32,000 square foot building. Bob Maderious with Norris Beggs & Simpson represented the sellers. Nicolas Sakkis of Dome Realty in Oakland represented the buyers.

ADDENDUM: The two-story,
MON OCT 19 1987

Shaken merchants starting to dig out

THU OCT 19 1989

By Carol Brydolf
The Tribune

GLENN ROBERTS, owner of Best Music Company at 1716 Broadway in downtown Oakland, had just sold a saxophone to a father with his 10-year-old son last night, when he heard a explosive crash.

As guitars and horns fell from the walls, a giant wall of brick and concrete from the building next door burst through the ceiling, shattering display cases and sending a cascade of wooden beams and cement crashing down on his two customers.

"They were buried beneath the rubble," said Roberts, as he looked heavenward toward a gaping hole in the ceiling. "We pulled out the boy and his day. The boy had an abrasion and some scratches. His dad had a ripped shirt.

"When we heard that tremendous explosion, we thought it

was the end of the world."

Yesterday Roberts and dozens of other downtown merchants were back at work, clearing debris from inside battered storefronts, nailing plywood over shattered display windows, assessing structural damage with building inspectors and insurance agents and swapping survival stories about Tuesday's devastating earthquake.

Roberts lost at least \$20,000 worth of musical instruments, and has not yet begun to tabulate the costs of the structural damage. But he and his employees consider themselves lucky to have gotten through the earthquake alive.

It is too early to get a comprehensive assessment of the potential economic impact of the disaster.

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Experts yesterday had contradictory predictions about the long term impact of the quake.

One guessed that the local Bay Area economy would benefit from the infusion of federal disaster relief money that would create additional construction jobs. Another predicted that the disaster would hurt tourism and mean a decrease in manufacturing employment.

The potential impact on the Bay Area's image, which boosters had hoped would be enhanced by the World Series publicity, is even more difficult to assess.

Some observers in San Francisco reported that tourists were fleeing, and at least one company has already canceled its participation in one local convention.

Scott's restaurant in Oakland's Jack London Square, reported that several banquets have been canceled.

"Let's say this isn't the best publicity we could have hoped for," said Buzz Gibb, chairman of the Oakland Convention and Visitors Center board of directors.

Some immediate, short-term losses are already being felt.

Structural damage and power shortages forced the closure of numerous Oakland businesses, including major employers like Wells Fargo Bank, American Telephone & Telegraph, Pacific Bell and Kaiser Permanente.

Hundreds of Eastbay employees stayed home from work, while some struggled to conduct business from local coffee shops, carrying their Rolodexes with them and making business calls from pay phones.

Restaurants like The Grotto and The Emperor in Jack London Square and Ratto's in Old

Oakland could not open for business, an especially disappointing development for those who had counted on cashing in on some additional World Series business.

San Francisco's financial district, where many of the luxury hotels and office high-rises like Chevron and PG&E had no water or power, was like a ghost town. Hundreds of thousands of office workers did not come to work.

A number of San Francisco hotels that lost power were forced to send guests who normally would have paid \$150 or more per night for their rooms, to spend the night Tuesday on cots at the Moscone Center.

Back across the Bay, hotels fared better. The downtown Hyatt Regency, was already booked for the weekend in anticipation of the World Series. The hotel picked up additional business renting rooms to commuters who were stranded in the Eastbay the night of the earthquake.

There was some dramatic-looking structural damage in the Eastbay, but most businesses in downtown Oakland were at least partially open yesterday.

Just two blocks away from Roberts' debris-filled music shop, major retailers like I. Magnin and Emporium were digging out.

The streets were crowded with freelance photographers and camera-toting sightseers. Young men visited damaged shops offering to help shopkeepers clear out debris for a price, and one enterprising would-be entrepreneur tried to hawk newspapers from local racks to information-hungry passersby.

The art deco I. Magnin store was closed, its marble and jade-green tile facade chipped and cracked and its plate glass display windows shattered.

Jason Durant, Magnin's loss

prevention manager, said the interior of the store suffered water damage but most of the inventory was not damaged. He said he expected the store to remain closed for the rest of the week.

He said it would cost \$1,100 to replace each of the eight destroyed display windows and could not calculate the cost of replacing the shattered tile and marble.

Across the street, the damage to the Emporium looked much more severe. All display cases were smashed, with espresso-makers, crystal and manikins tumbling out onto the sidewalk. The ceramic facade and ornamental trim was cracked and broken and wide cracks extended up the building as far as the second and third floors.

Both Emporium and I. Magnin maintained all-night security to guard merchandise and apparently looting was not a major problem.

Inside the Emporium, managers were assessing the damage. They refused to talk to the Tribune about the extent of the repair work that will be needed and declined to say when the store might reopen.

Just next door to the Emporium, at J.J. Newberry, a discount variety store, damage was minimal.

The earthquake shattered between \$1,500 to \$2,000 worth of glassware and ceramics and dumped mountains of merchandise onto the floor.

But after an extensive clean-up that began at dawn, the store opened for business almost as usual.

But one clerk said she was still shaking from the quake. "I'm totally confused," she said. "I don't think we should even be here today."

Roger Rapoport, John Miller and Benny Evangelista and John Woolfolk, contributed to this story.